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Hispanic BUSINESS®

LEADERSHIP

Congressman Esteban Torres

100 INFLUENTIALS

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HispanicBUSINESS

The magazine for growth companies and ladder-oriented professionals

November 1990 Volume 12, Number 11

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8
Angel Echevarria makes the patented Somma flotation mattress.

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Photo by Mary Noble Ours. This month's cover design by Buffalo Brothers Studios West.

DIRECTLINE

Leadership, issues, influence, communications: there you have critical code words signifying the process of social and political change. Add time, ultimately the great shaper of change.

At this magazine, we have observed some remarkable changes since we first began to publish an annual account of 100 influential Hispanics in 1983.

The initial idea was not only to identify prominent achievers but also to plumb their opinion on a variety of subjects. We wanted to prove a point—that there exists a broad degree of agreement and consensus among educated persons of Hispanic descent on a variety of public issues in the United States. We wanted to suggest that despite wide ranging differences in national origin backgrounds, U.S. Hispanics held together as a national group on a variety of important issues.

History has proven the editorial assumption behind this month's cover story to have been correct. That's true today more than ever. Of course regional and national origin differences matter. Thank God they do. Which is precisely what makes the U.S. Hispanic scenario so competitively exciting at the beginning of the 1990s.

We started editing a 100 Influentials issue eight years ago. Well over 20 years ago the editor of this magazine first ran into the man who graces this month's cover, Esteban Torres. I can't precisely fix the year, but the occasion was in the 1960s at an academic gathering in Los Angeles. It was a meeting of the American Political Science Association.

I was a graduate student at the University of California in Los Angeles, and friends in PoliSci asked me to come along downtown to the Biltmore Hotel to see and hear a session on Mexican American Politics. Dick Maullin was there and so was Bob Aragon, Juan Gomez Quinones, and perhaps Arturo Madrid. The leader of the session was Esteban Torres. At the time he was still a union official, and, I believe, deeply involved with putting together TELACU.

Some of the qualities of leadership which have since distinguished him to a wider international and national audience were much in evidence then. His ability to crystallize information into ideas, the persuasive style of his delivery, the physical presence, confidence, and disposition towards action.

Today Esteban Torres is a congressman representing California's 34th District, which is just east of Los Angeles, where he grew up. In Congress he chairs the Small Business Committee's Subcommittee on Environment and Labor, and is one of the majority party's whips. This gives him tremendous national clout. He makes good use of his high visibility on behalf of emerging companies.

Congressman Torres is one of an all too small number of leaders who acts as a representative of national rather than narrow district interests. It struck us on the editorial board of HISPANIC BUSINESS that in 1990 his national leadership has reached one of its highest points.

The leadership role that Esteban Torres will play in the 1990s is also at a crossroads. This influential leader has been giving much thought to leaving Congress. For the full story of where Esteban Torres has been and where he is going, see Rick Mendosa's article "Working in the House."

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COVER story

100 IN

Hispanic leaders address the most controversial questions of the year.

Selecting the top 100 Influential Hispanics gets harder every year. But we're not complaining, because the problem is simply that the number of influential Hispanics is growing so rapidly. Fortunately the Editorial Board of HISPANIC BUSINESS was assisted by numerous nominations of candidates from all walks of life, throughout the United States.

By design, not all of the Influentials are household names like Cavazos, Lujan, or Torres. Many are included precisely because they have had less national recognition than they deserve. Other influentials are rising stars who can be expected to burst upon the scene in years to come.

Lauro Cavazos
Secretary of Education
Department of Education
Washington, DC

Nitza M. Cintron
Chief, Biomedical Operns./Res. Br.
NASA
Houston, TX

Our Influentials for 1990 include more leaders from the Chicago area than in years past, simply because we learned more about them while preparing our "Focus on Chicago" issue for May. Certainly they have been underrepresented, considering that one in five Chicagoans is Hispanic. More attorneys appear this year too, again because our July focus on the legal profession brought more of them to public notice.

But who is the *most* influential Hispanic this year? To find out we asked each of the 100 to pick three national leaders whom they feel would fit this description. Secretary of Education Lauro Cavazos—the first Hispanic named to a Cabinet-level position—got by

Antonia Novello, M.D.
Surgeon General
Washington, DC

Henry B. Gonzalez
Chair, Banking Committee
Member of Congress (D-TX)
Washington, DC

Pedro Cuatrecasas
Pres., Pharm. Res. Div.
Warner-Lambert Co.
Ann Arbor, MI

FLUENTIALS

Rebecca Vigil-Giron
Secretary of State
State of New Mexico
Albuquerque, NM

William R. Anton
Superintendent
L.A. Unified School District
Los Angeles, CA

Modesto A. Maidique
President
Florida International University
Miami, FL

E. (Kika) de la Garza
Chair, Agriculture Committee
Member of Congress (D-TX)
Washington, DC

far the most votes, 36 percent.

Obviously these Influentials don't buy the anti-Cavazos campaign that seems to excite much of the media. Regular predictions of his political demise are clearly unfounded if the opinions of the Hispanic community's leaders are any measure. If anything, his emphasis on the need for Hispanic parents to provide for their children's education seems to have helped him to win the approval of this group.

Another top pick was Representative Henry B. Gonzalez (Democrat-Texas), chair of the House Banking, Finance, and Urban Affairs Committee. Representative Gonzalez has gained increasingly favorable exposure during the past year for his deft handling of the ugly savings and loan hearings. His fellow Influentials gave him 25 percent of their votes. Secretary of the Interior Manuel Lujan garnered 24 percent, New York City schools Chancellor Joseph A. Fernandez got 19 percent, and Surgeon General Antonia Novello and Congressman Esteban Torres (Democrat-California) tied with 17 percent of the vote each.

Oscar Hijuelos
Writer
1990 Pulitzer Prize winner
New York, NY

Congressman Torres, who has the honor of being named to the Influentials list more often than anyone else, is featured on this month's cover as well as in a separate article.

We also wanted to know which Hispanic organization these leaders think has the most influence in the country today. By a wide margin they named the Mexican American Legal Defense and Educational Fund (MALDEF). One of the Influentials, Frank Herrera—a senior partner in the law firm of Herrera, Vega & Rocha in San Antonio—also happens to be the MALDEF chair.

The Influentials themselves are, of course, a group with diverse national origins. The largest number, 47 percent, are of Mexican descent. That is no surprise given the predominance of Mexican-Americans in the

Does Japan's increasing economic power and presence in this country represent a major challenge?

"We are aiding and abetting in our own demise."

—Fern Espino

Fern Espino
Dean of Student Development
GMI Engineering & Management Institute
Flint, MI

100 INFLUENTIALS

Does Latin American drug trafficking color people's views of U.S. Hispanics?

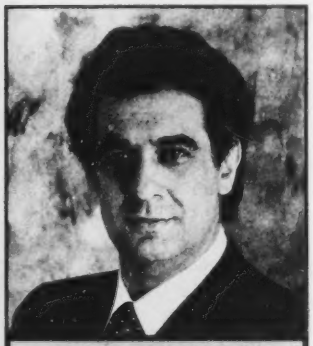
"Negative perceptions of Hispanics in Florida are almost always related to drug trafficking."

—Tessa Martinez Tagle

Tessa Martinez Tagle
Ch. Admin. Officer
Med. Center, Miami-Dade Comm. College
Miami, FL

U.S. Hispanic community. What is noteworthy, however, is that Cuban-Americans are represented in much greater numbers than their share of the community (5.3 percent) would indicate. Twenty-five percent of the group trace their families to Cuba, a substantial increase from 16 percent last year.

This group of Influentials is an extremely well educated one, even slightly more educated than last year's group. A full 95 percent are college graduates, and 62 percent have one or more postgraduate degrees. This may explain why, when asked to allocate a hypothetical budget to various social issues, the item they funded most generously was education. In the words of Tessa Martinez Tagle, chief administrative officer of the Miami-Dade Community College Medical Center, "We in community colleges have many fascinating stories to tell about how degrees have changed generations of failure into generations of self-sufficiency."



Placido Domingo
Opera Singer
Metropolitan Opera
New York, NY

Fame and recognition are all very nice, but they won't buy you a new house or a Mercedes. Fortunately for the Influentials, monetary rewards have accompanied their rise—so much so that 63 percent report annual income of more than $100,000. Another 23 percent earn between $50,000 and $99,000.

The Influentials are pretty much alike in another respect, too.

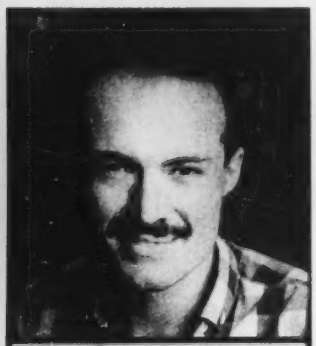
That is their political orientation, which tends toward the center of the spectrum. Not one is a self-described "radical," and only 11 consider themselves "liberal." Most—44—are "moderate." "Progressives" number 20 and "conservatives" 17.

As important as the Spanish language is to the Hispanic consciousness, in the workplace Spanish is clearly taking a back seat to English. Only 1 percent of the Influentials say they use Spanish alone at work. Rather, 36 percent use both languages, and an overwhelming 63 percent work in English only. At home there is greater emphasis on speaking Spanish. There, 52 percent use both languages, 17 percent use only Spanish, and 31 percent use only English.

Jose A. Cabranes
District Judge-Connecticut
U.S. District Court
New Haven, CT

The most important difference in our report on the Influentials this year is the tough, controversial questions that we lobbed their way. Based on their many comments to us, these issues generated heated debate in many homes and offices.

Several of today's burning foreign policy questions, for example,



C. Estuardo Aguilar-Cordova, M.D.
Dept. of Pathology
Baylor College of Medicine
Houston, TX

Tom Tellez
Coach Men's Team
1991 World Track and Field
Houston, TX

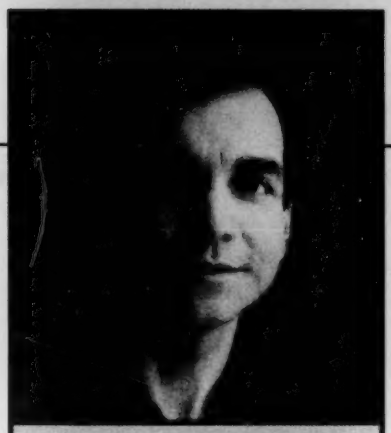
Shiree Sanchez
Assoc. Dir., Public Liaison
The White House
Washington, DC

Fernando Bujones
Ballet Dancer
Boston Ballet Theater
Boston, MA

100 INFLUENTIALS

Has the Salinas Administration in Mexico made real economic progress?

"Salinas is one of the strongest leaders the Western Hemisphere has had since John F. Kennedy."
—George Munoz

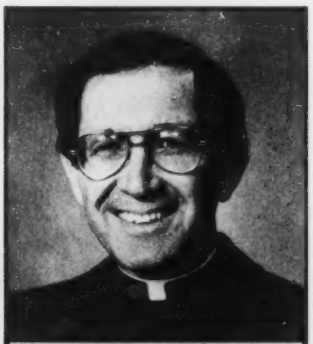


George Munoz
Managing Partner
George Munoz & Assoc.
Chicago, IL

have special significance for the U.S. Hispanic community. Our survey asked the Influentials to agree or disagree on the following provocative statements (which are not intended to reflect the magazine's opinions) about ***International Issues:***

"The Salinas administration in Mexico has made real progress on the economic front." The degree to which Mexico's President Carlos Salinas de Gortari will succeed matters to many Hispanics—and an overwhelming majority of the Influentials, almost 80 percent, applaud his economic reforms.

Typical of the positive support that President Salinas has in the U.S. Hispanic community is a statement by Hector Gutierrez, Jr., the general manager of all regional sales for Southwestern Bell Telephone Company. "He will be the best president in 50 years," Mr. Gutierrez says. "His reaching out to U.S. investors will help the country immensely." Los Angeles attorney Manuel Hidalgo expresses the minority view, saying, "Mr. Salinas has invited foreign investment to buy whatever is left of Mexico and its people."



Rev. Robert F. Sanchez
Archbishop of Santa Fe
Archdiocese of Santa Fe
Albuquerque, NM

"With the collapse of communism, Fidel Castro's days are numbered—A democratic Cuba is on the horizon. Who will rule?" Judging by this group, Hispanics are more divided on this subject than any other we raised. While 60 percent agree Castro is on his way out, 40 percent do not think so.

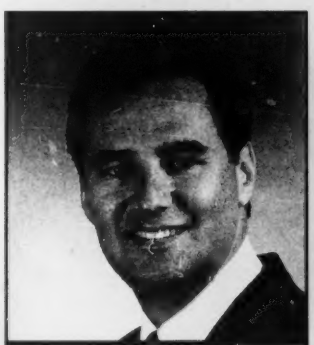
The secondary question of who would succeed Castro elicted a wide variety of responses. Some of the 100 were quite negative, like Chicago attorney George Munoz, who sees "not much hope of a pure democratic ruler." And Eduardo Aguirre, a senior vice president of NCNB Texas National Bank in Houston, sees no hope for any agreement among "the Russians, Cuban-Americans, Cuba's political infrastructure, and the long oppressed people in Cuba." What's more, he argues, "The economic, political, and functional infrastructure is so atrophied now that the need for human and financial investment is really beyond comprehension."

Others, like Luis de la Garza, vice president-corporate relations of Valero Energy Corporation in San Antonio, look to Florida for Cuba's salvation. A large number of Cubans in Florida would be happy to return to Cuba and lead it as a western-style democracy, he believes. "With 30 years of experience in the United States and

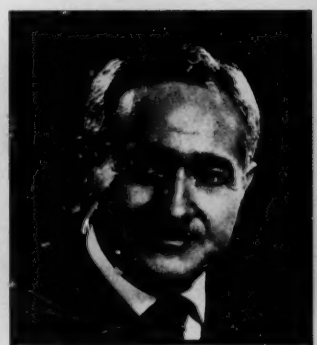
Cindy Villarreal
Miss Texas-World
Irving, TX

Maria Trujillo
Award winning marathon runner
Olympic contender
Scottsdale, AZ

Bernardo M. Garcia
Nat'l Pres., Law Student Div.
Hispanic Nat'l Bar Assoc.
Mishawaka, IN



A. David Jimenez, M.D.
President/CEO
Hialeah Hospital
Hialeah, FL



David Cerda
Justice of the Appellate Court
State of Illinois
Chicago, IL

100 INFLUENTIALS

Has the Salinas Administration in Mexico made real economic progress?

"Mr. Salinas has invited foreign investment to buy whatever is left of Mexico and its people."

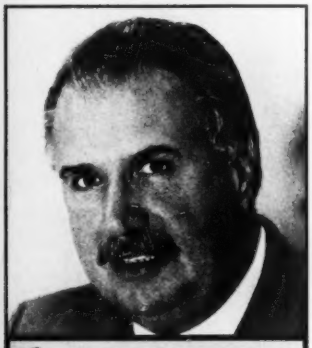
—Manuel Hidalgo

Manuel Hidalgo
Attorney at Law
Law Offices of Manuel Hidalgo
Los Angeles, CA

strong ties to Miami, these new leaders could eventually rebuild Cuba as a full member of the western world."

"The democratic surge in Eastern Europe could diminish Bush's potential economic focus on Latin America." On this statement the Influentials are almost as divided as they are on Cuba. Sixty-four percent agreed that Latin America might get shorter shrift; while 36 percent don't see that as a downside result of the current emphasis on Eastern Europe.

Mr. de la Garza is one of those concerned about a decreasing emphasis on Latin America. "Both the democratic surge in Eastern Europe and the threat of war in the Middle East could divert much of Bush's attention from Latin America, Mr. de la Garza maintains. In addition, he sees a need for the United States to rely even more on "secure energy sources from Latin America and Mexico," if the Middle Eastern situation continues to worsens.



Joseph A. Fernandez
Chancellor
New York City Board of Education
New York, NY

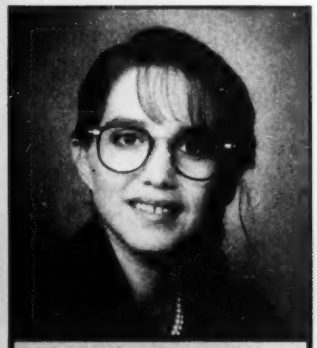
David Ochoa sounds even more disillusioned. As a vice president at Alaska Pacific University in Anchorage, he foresees that "The peace dividend of events in Eastern Europe means a new Marshall Plan will be implemented in Europe at the expense of aid to Latin America. What else is new?"

Not so, say Dr. C. Estuardo Aguilar-Cordova of the Baylor College of Medicine in Houston and Beverly Vigil Ellerman, director of national relations at Georgetown University in Washington, D.C. "The democratization of Eastern Europe will ultimately free the U.S. government from its preoccupation with that part of the world and lead to a greater concentration on developing trade with Latin America," says Dr. Aguilar-Cordova. Likewise, Ms. Ellerman is hopeful that President Bush's stated commitment to working with Latin America will carry the day. "If we can 'read his lips' and his mind, it seems that he understands that a stronger Western Hemisphere means a stronger U.S.," she says.

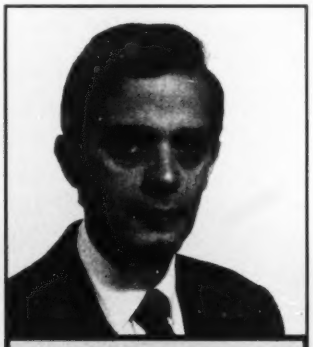
We also asked the Influentials for their considered views on some ***of the really hot Domestic Issues.*** Their comments on our potentially provocative statements provided the following statistics:

"Jesse Jackson's 'Rainbow Coalition' is a valid vehicle that Hispanics can use to express their displeasure with the apathy of the Republican and Democratic parties." No other

Marta Casals Istomin
Co-chair
1990 Hispanic Heritage Awards
New York, NY



Teresa McBride
President & CEO
McBride and Associates Inc.
Albuquerque, NM



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New York, NY

Hector Gutierrez, Jr.
General Manager-Regional Sales
Southwestern Bell Telephone Co.
Des Peres, MO

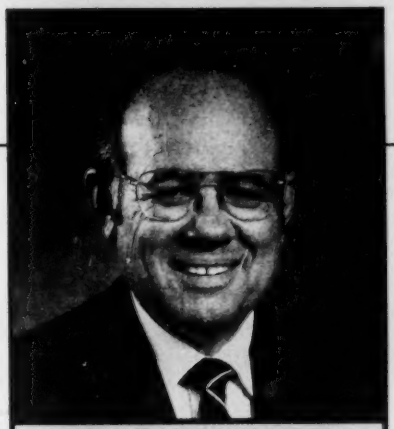
Roberto Suarez
President
Miami Herald Pub. Co.
Miami, FL

100 INFLUENTIALS

Who will rule Cuba after Castro?

"George Bush."

—Benjamin Montoya



Benjamin F. Montoya
VP, Sacramento Valley Reg.
Pacific Gas & Electric Co.
Sacramento, CA

statement received as resounding a rejection as this one. Less than one quarter of the Influentials agreed with the proposition that Hispanics should play a role in the Reverend Jesse Jackson's so-called "Rainbow Coalition," and 76 percent disagreed.

Marcia Gonzales expressed the sentiment of many Influentials that Hispanics must have their own political organizations: "The Rainbow Coalition will continue to be seen as primarily an African-American movement, with Hispanics seen only as tag-alongs," the Los Angeles deputy city attorney says. "We need to develop our own independent movement."

Dr. Catalina E. Garcia has a somewhat different twist. "To be a player at the table," says this partner in the Dallas Anesthesiology Group, "Hispanics must be the head of their *own* team. This does not mean there cannot be win-win situations agreed upon by the various ethnic groups. The time for a 'them versus us' scenario is past. But the U.S. is diverse, and each group must bear its own torch."

Esteban Torres
Deputy Whip
Member of Congress (D-CA)
Washington, DC

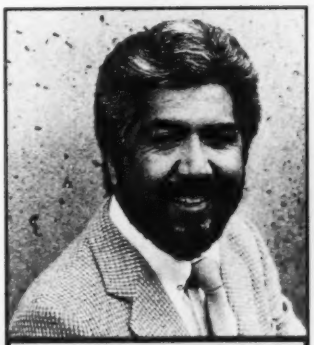
However, any differences that Hispanics have with Jesse Jackson and his Rainbow Coalition are political rather than cultural or racial, clarifies Teresa McBride, CEO of McBride and Associates Inc. in Albuquerque. "This coalition represents a very liberal view on most issues," she notes, "thereby not attracting moderate or conservative individuals."

Two men named Ochoa express the minority view on the Jackson question. David Ochoa in Alaska thinks "The Rainbow Coalition is an ideal vehicle to unite the urban communities of Hispanics and African-Americans. We face similar issues of education, housing, drugs, and jobs. Together we can resolve the issues confronting us." And Ralph M. Ochoa, senior partner in the California law firm of Ochoa & Sillas, adds, "Jackson is an effective and articulate spokesperson. He already has the attention, although not love, of many important persons. As long as Hispanics are politically active, they win."

"The Bush Administration is doing more to benefit Hispanics in general than the Reagan administration did." "Yes," say a full two-thirds of the Influentials. "There simply is no question about it. His daughter-in-law and grandchildren's existence demand that," says Ralph Ochoa.

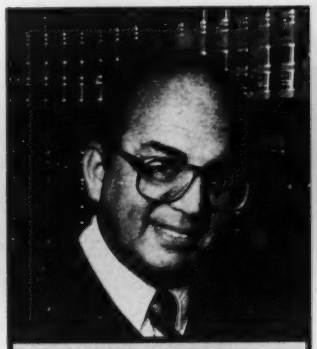
"Abortion should not be a matter of legislation, but a matter of personal choice—as

Carla Y. Aragon
Anchor/Reporter
KNBC-TV
Burbank, CA

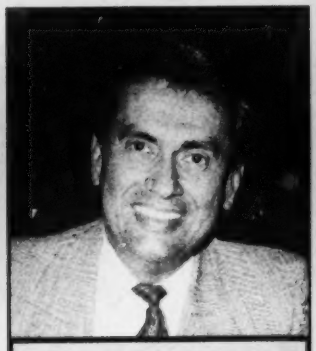


Manuel J. Melendez
Congressional Liaison
Smithsonian Institution
Washington, DC

Miriam Santos
City Treasurer
Office of the City Treasurer
Chicago, IL



Benjamin Aranda
Municipal Judge
South Bay Judicial District
Torrance, CA



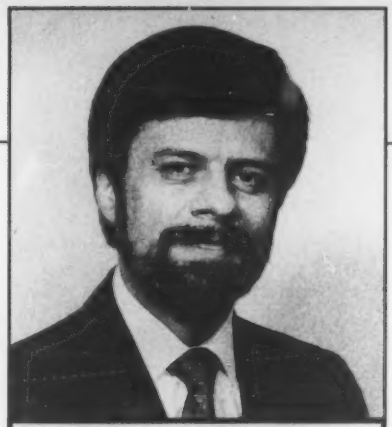
Richard Alatorre
City Council Member
City of Los Angeles
Los Angeles, CA

100 INFLUENTIALS

Will the democratic surge in Eastern Europe diminish Bush's potential economic focus on Latin America?

"If the U.S. [ignores] the importance of Latin America, it could end up with a problem bigger than Cuba."

—Manuel Reyes-Otalora



Manuel Reyes-Otalora
President
RO Architects & Planners Inc.
Miami, FL

decided in Roe v. Wade." One of the surprises to surface in our poll was the degree of support the Influentials expressed for this proposition—78 percent. On the surface of it, the Catholic heritage of most Hispanics doesn't seem to track well with a pro-choice stance, but nevertheless, such is the view of a quite substantial number of the Influentials.

Ann Marie Balmas, manager of urban affairs for AT&T in Chicago, certainly isn't shy about expressing her sentiments: "Since when has the general public a right to say what a woman can do with her life!" And Chicagoan Maria Bechily, executive vice president of Aranda/Bechily Inc., cogently expresses the pro-choice view. "The question of reproductive rights is a personal issue of tremendous moral, cultural, and religious magnitude; hence a personal matter. If I wouldn't want the U.S. government to tell me what films to see, what books to read, or what language to speak, I certainly don't want to be told what to do on this issue either."

A thoughtful approach is suggested by Baylor's Dr. Aguilar-Cordova. "Abortion is a complex issue based on the definition of when an individual life begins," he believes. "Since this can not be scientifically defined, it can not be objectively legislated. As such it is not equitable for a free society as large and diverse as our own to subjectively promote *or* impede abortion."

"Hispanic organizations are not sufficiently focused on the AIDS crisis." "Yes," say 69 percent of the Influentials. "AIDS is affecting Hispanics in alarmingly high numbers," notes Fern Espino, dean of student development at GMI Engineering and Management Institute in Flint, Michigan. "Refusing to accept the fact that AIDS is prevalent among Hispanics

Mercedes A. Mestre
Vice President and Partner
Korn/Ferry International
New York, NY

Marta Miyares
President
Unimar
Chicago, IL

Michael A. Olivas
Professor of Law
University of Houston
Houston, TX

Bill Richardson
At Large Whip
Member of Congress (D-NM)
Washington, DC

Frank Herrera, Jr.
President
Herrera, Vega & Rocha
San Antonio, TX

Joseph Ramirez
Vice President-Law
AT&T
Morristown, NJ

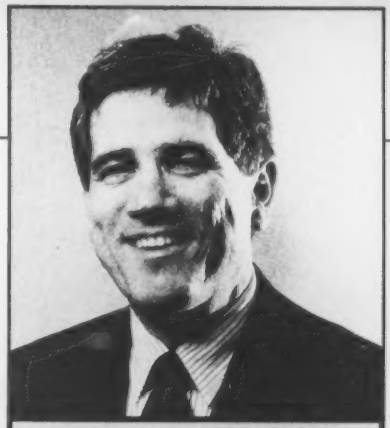
Marcia J. Gonzales
Deputy City Attorney
LA City Attorney's Office
Los Angeles, CA

100 INFLUENTIALS

Can Hispanics use Jesse Jackson's "Rainbow Coalition" to express displeasure?

"The Rainbow Coalition promotes too many special interests at odds with the best interest of our nation as a whole."

—Jaime Ramon



Jaime Ramon
General Counsel
U.S. Ofc. of Pers. Mgmt.
Washington, DC

because of *machismo* will only worsen the situation."

"Environmental issues are increasingly pushing to the forefront of the U.S. national agenda. These issues also need additional exposure within the U.S. Hispanic community." No argument here. The Influentials came closest to unanimity on this issue, with a full 97 percent in agreement.

"Neither English nor any other language, including Spanish, should be made the "official" language of the nation or any individual state. Language should not be legislated." This proposition, not surprisingly, gained strong support among the Influentials. The "English-only" advocates and others who would legislate a national language were voted down 82 percent to 18 percent.

Jaime Jarrin
Announcer
Los Angeles Dodgers
Los Angeles, CA

AT&T's Ann Marie Balmas, for example, vehemently opposed the legislation of an official language, noting that "This country spoke Spanish a hell of a long time before it spoke English." However, it is clear that a number of the Influentials, including Baylor's Dr. Aguilar-Cordova, feel that "An official language is essential for the expedient and economic dissemination of public information."

A third set of statements in our Influentials poll dealt with ***Business Economic Issues:***

"A 'common market' involving free trade with Latin America would benefit U.S. Hispanic businesses." In June, right after the first talks aimed at a Mexico-U.S.-Canada free trade agreement, President Bush announced that he was interested in establishing a free trade zone covering the entire Western Hemisphere. Overwhelmingly, Hispanic Influentials support a Latin American common market, with 94 percent expressing their agreement. Members of Congress who may be wondering which way the Hispanic political wind is blowing might take note of that.

Marcia Gonzales in Los Angeles did voice one caveat. She warns that "Merely having free trade without accompanying resources to develop Hispanic businesses to fully participate in that trade is meaningless and will only benefit majority-owned businesses who have already taken over the Hispanic market in the United States."

Juan C. Cappello
Sr. VP/Dir., Corp. Rel.
ITT Corp.
New York, NY

"Hispanics would get farther in corporate America if companies replaced enforced affirmative actions quotas with

Elizabeth Martinez Smith
Director
Los Angeles Public Library
Los Angeles, CA

Albert Bustamante
Member, Armed Services Committee
Member of Congress (D-TX)
Washington, DC

Art Torres
State Senator
State of California
Sacramento, CA

Ann Marie Balmas
Manager, Urban Affairs
AT&T
Chicago, IL

100 INFLUENTIALS

Can Hispanics use Jesse Jackson's "Rainbow Coalition" to express displeasure?

"Let Jesse Jackson speak, while we encourage Hispanics to act."

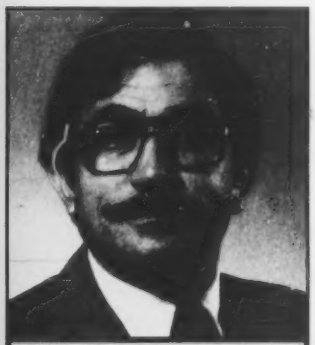
—Beverly Vigil Ellerman

Beverly Vigil Ellerman
Director, National Relations
Georgetown University
Washington, DC

a voluntary emphasis on diversity." Except for the statement about Jesse Jackson's Rainbow Coalition, no other proposition was as widely rejected by the Influentials. Only 38 percent agreed that the time has arrived to chuck out affirmative action quotas.

Ms. Espino in Flint was one of the majority who disagree that a voluntary emphasis on diversity would work better—although she hardly seems enamored with toncept of affirmative action. "A voluntary emphasis on diversity," she maintains, "would have about as much effect as enforced affirmative action quotas have had—zero to none."

Luis de la Garza in San Antonio favors an emphasis on voluntary diversity because "The biggest problem with affirmative action quotas is that those Hispanics who get their job through a quota end up suffering the stigma of being considered inferior."



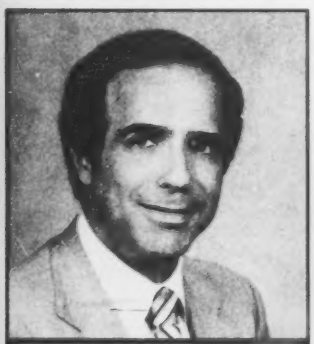
Enrique J. Guardia
VP, Scientific Relns.
Kraft General Foods Inc.
White Plains, NY

"The Bush administration needs to reinforce the federal government's commitment to 'set aside' federal contracts for minority-owned businesses." The Influentials voiced strong support for a reinforced commitment to minority set-asides. "It's a smart business policy," says Ms. Bechily in Chicago.

Cynicism reigns, however. "Few people seem to understand that law and commitment are not necessarily synonymous. Maybe this law is actuallybeing used to set minority businesses aside, instead of setting aside work for minority businesses," Ms. Ellerman in Washington notes. "The inertia at the federal level," says Marcia Gonzales in Los Angeles, "trickles down to all levels of government and private industry. The City of Los Angeles, as diverse as its population is, does not even have an agency that oversees compliance with affirmative action or set-asides."

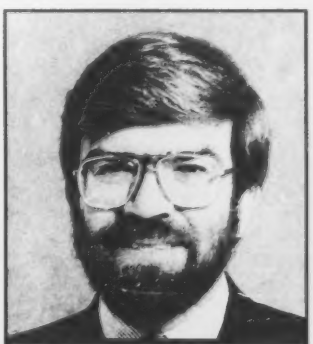
That's it for the 1990 HISPANIC BUSINESS Influentials. If your choices were not included, there is something you can do. We're already beginning to gather nominations for 1991, and we welcome your suggestions. We are particularly interested in information about people who are making important contributions but have not yet achieved broad recognition. So send in your letters, press releases, and comments, addressed to: Influential Nominations, HISPANIC BUSINESS, 360 South Hope Avenue, Suite 300-C, Santa Barbara, California 93105. Our fax number is (805) 687-4546.

Al Martinez
Columnist
Los Angeles Times
Los Angeles, CA



Jose Garcia-Pedrosa
Managing Partner
Tew & Garcia-Pedrosa
Miami, FL

Myrna Gutierrez
Director Hispanic Marketing Division
Burrell Public Relations
Chicago, IL



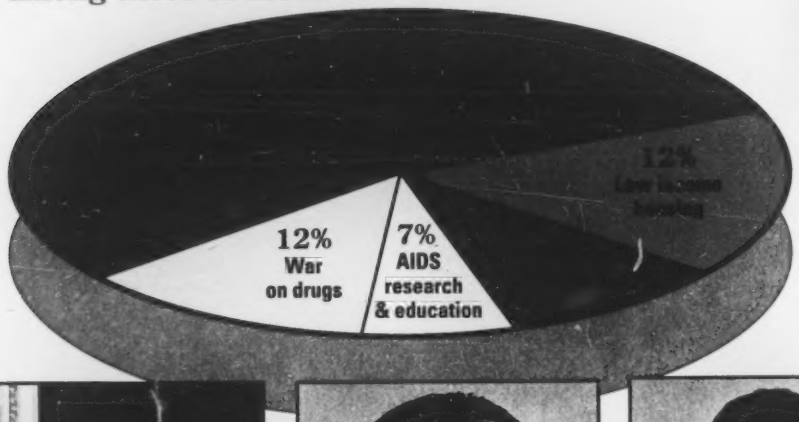
Juan Fernando Medrano
Genetics Researcher
University of California
Davis, CA

Maj. Gen. Marc Cisneros
Dep. Commanding Gen.
3rd Corps & Fort Hood
Fort Hood, TX

100 INFLUENTIALS

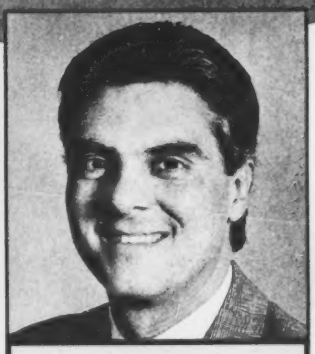
If They Controlled the Budget...

How the **100** INFLUENTIALS would divy up a budget among these social needs.



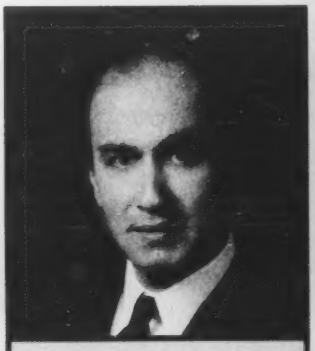
Rev. Luis Olivares
Roman Catholic Priest
Claritian Missionaries
Los Angeles, CA

Carlos E. Gonzales
COO
American Publishing Group
Miami, FL



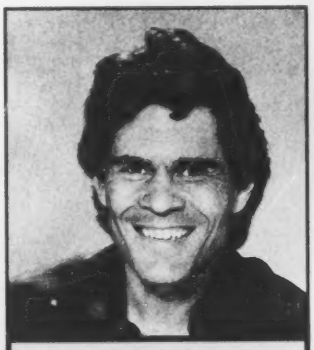
Joaquin G. Avino
County Manager
Metropolitan Dade County
Miami, FL

Mary E. Aguina
Director-Emergency Services
Illinois Bell Telephone Co.
Oak Brook, IL



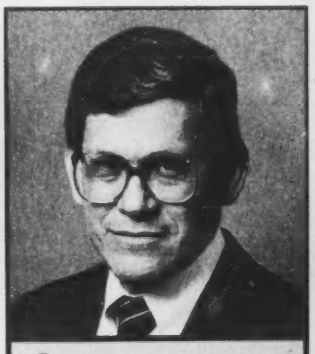
Charles Calderon
State Senator
State of California
Sacramento, CA

Ileana Ros-Lehtinen
Member, Foreign Affairs Comm.
Member of Congress (R-FL)
Washington, DC



A. Martinez
Actor
1990 Emmy Award winner
Malibu, CA

Pedro Jose Greer, M.D.
Medical Director & Founder
Camillus Health Concern
Coral Gables, FL



Luis A. de la Garza
V.P.-Corporate Relations
Valero Energy Corp.
San Antonio, TX

100 INFLUENTIALS

Should abortion be a matter of legislation or of personal choice?

"There is no law relating to men's bodies so only women's bodies would be seen as governable by the states. This is a civil rights issue."

—Catalina E. Garcia, M.D.

Catalina E. Garcia, M.D.
Partner
Dallas Anesthesiology Grp.
Dallas, TX

DEMOGRAPHIC PROFILE

Total Group

Place of Birth:	61% U.S.	35% Abroad	4% No answer
Age:	3% Under 30	32% 30-39	
	32% 40-49	29% 50 and over	4% No answer
Gender:	68% Male	32% Female	
Marital Status:	68% Married	27% Single	4% No answer
Heritage:	47% Mexican	6% Spanish	25% Cuban
	5% South Am.	12% Puerto Rican	3% Central Am.
	2% No answer		
Education:	1% High School	16% Some postgrad.	
	4% Some college	62% Postgrad.	
	16% College grad.	1% No answer	
Household Income:	2% Under $30,000	23% $50,000-$99,000	
	9% $30,000-$49,000	63% Over $100,000	
		3% No answer	
Language Preference:	*Business*	*At Home*	
	63% English	31% English	
	36% Bilingual	52% Bilingual	
	1% Spanish	17% Spanish	0% No answer
Geographic Region:	2% Northwest	16% Northeast	44% Southwest
	14% Southeast	24% Midwest	0% No answer

Maria C. Bechily
Executive Vice President
Aranda/Bechily Inc.
Chicago, IL

Carlos J. Arboleya
Vice Chairman
Barnett Bank of South Florida
Miami, FL

Alberto Angulo
Special Assistant, OASIA
Department of the Treasury
Washington, DC 6

Eduardo Aguirre, Jr.
Senior Vice President
NCNB Texas National Bank
Houston, TX

Gustavo Pupo-Mayo
Exec. Ass't to Pub.
The Miami Herald
Miami, FL

100 INFLUENTIALS

Do environmental issues need additional exposure within the U.S. Hispanic community?

"Minorities tend to live near industrial sites and hazardous waste facilities, increasing their exposure."

—Margarita Colmenares

Margarita H. Colmenares
National President
Society of Hispanic Professional Engineers
Los Angeles, CA

DEMOGRAPHIC PROFILE

Mexican-Americans

Place of Birth:	88% U.S.	22% Abroad	0% No answer
Age:	0% Under 30	35% 30-39	
	35% 40-49	24% 50 and over	6% No answer
Gender:	56% Male	44% Female	
Marital Status:	62% Married	32% Single	6% No answer
Education:	0% High School	11% Some postgrad.	
	6% Some college	71% Postgrad.	
	12% College grad.	0% No answer	
Household Income:	3% Under $30,000	29% $50,000-$99,000	
	6% $30,000-$49,000	56% Over $100,000	
		6% No answer	
Language Preference:	*Business*	*At Home*	
	74% English	41% English	
	26% Bilingual	56% Bilingual	
	0% Spanish	3% Spanish	0% No answer
Geographic Region:	3% Northwest	12% Northeast	62% Southwest
	3% Southeast	20% Midwest	0% No answer

Jimmy Gurule
Assistant Attorney General
U.S. Department of Justice
Washington, DC

Richard Ramirez
General Manager
KMEX-TV
Los Angeles, CA

Nino J. Fernandez
VP-Investor Relations
General Signal Corp.
Stamford, CT

Peter K. Nunez
Attorney at Law
Brobeck, Phleger & Harrison
San Diego, CA

Theresa Nieves
Area Manager
Illinois Bell Telephone
Chicago, IL

100 INFLUENTIALS

Should any language be made the official language?

"I favor the concept of 'English plus' versus 'English only.'"
—Mary Helen Barro

Mary Helen Barro
Owner
KAFY Spanish Radio
Bakersfield, CA

DEMOGRAPHIC PROFILE

Cuban-Americans

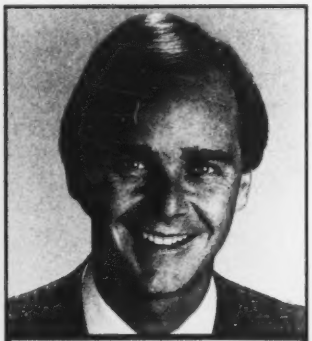
Place of Birth:	15% U.S.	70% Abroad	15% No answer
Age:	5% Under 30	25% 30-39	
	35% 40-49	30% 50 and over	5% No answer
Gender:	55% Male	45% Female	
Marital Status:	60% Married	20% Single	10% No answer
Education:	0% High School	50% Some postgrad.	
	0% Some college	25% Postgrad.	
	25% College grad.	0% No answer	
Household Income:	5% Under $30,000	5% $50,000-$99,000	
	0% $30,000-$49,000	90% Over $100,000	
		0% No answer	
Language Preference:	*Business*	*At Home*	
	40% English	15% English	
	60% Bilingual	40% Bilingual	
	0% Spanish	35% Spanish	0% No answer
Geographic Region:	0% Northwest	15% Northeast	20% Southwest
	40% Southeast	25% Midwest	0% No answer

Jorge Mas Canosa
Chair
Cuban American Nat'l Foundation
Miami, FL

Eloy Rodriguez
Professor, Div. Cell Biology
University of California
Irvine, CA

Remedios Diaz-Oliver
President
American Int'l Container Inc.
Miami, FL

Mario F. Rodriguez
Chairman
Interval International
South Miami, FL



Luca Bentivoglio
Owner/Executive Producer
Luca Bentivoglio Productions
Los Angeles, CA

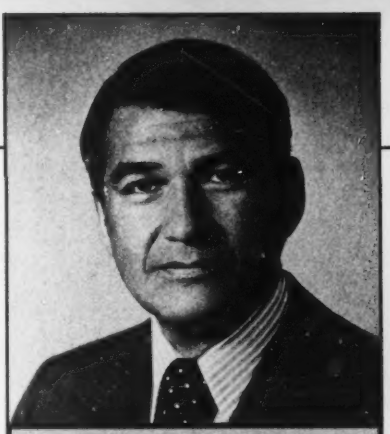
COVERstory

100 INFLUENTIALS

Would a common market with Latin American benefit U.S. Hispanic businesses?

"There is a market in Mexico: identifying it may be illusive."

—Ralph Ochoa



Ralph M. Ochoa
Partner
Ochoa & Sillas
Sacramento, CA

DEMOGRAPHIC PROFILE

Puerto Rican-Americans

Place of Birth:	89% U.S.	11% Abroad	0% No answer
Age:	0% Under 30	45% 30-39	33% 40-49
	11% 50 and over	11% No answer	
Gender:	45% Male	55% Female	
Marital Status:	55% Married	45% Single	0% No answer
Education:	0% High School	22% Some postgrad.	
	0% Some college	68% Postgrad.	
	10% College grad.	0% No answer	
Household Income:	0% Under $30,000	45% $50,000-$99,000	
	10% $30,000-$49,000	45% Over $100,000	
		0% No answer	

Language Preference:	*Business*	*At Home*	
	67% English	45% English	
	33% Bilingual	22% Bilingual	
	0% Spanish	33% Spanish	0% No answer
Geographic Region:	0% Northwest	35% Northeast	
	10% Southwest	10% Southeast	
	45% Midwest	0% No answer	

Gabriel Aguirre
President
SaniServ Inc.
Indianapolis, IN

Ana Alvarez Bischoff
VP/Dir., Hispanic Marketing Director
Burson-Marsteller
Miami, FL

David Ochoa
VP, University Relns
Alaska Pacific University
Anchorage, AK

Migdalia Rivera
Executive Director
Latino Institute
Chicago, IL

Vilma Martinez
Partner
Munger Tolles & Olson
Los Angeles, CA

*COVER*story

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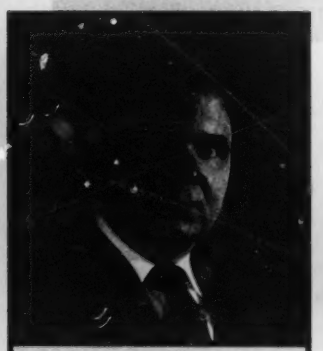
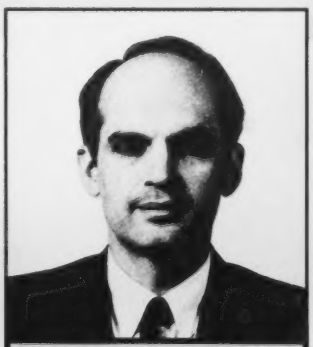
Velma Montoya
Commissioner
Occupational/Safety & Health Review Comm.
Washington, DC



Miguel A. Valdes
International Tax Partner
Coopers & Lybrand
Chicago, IL

Edward R. Roybal
Chair, Select Committee on Aging
Member of Congress (D-CA)
Washington, DC



Abelardo S. Curdumi
Senior Vice President
First National Bank of Chicago
Chicago, IL

Patricia Diaz Dennis
Chair of Gov't Regs. Grp.
Jones, Day, Reavis & Pogue
Washington, DC